

**Claudia Kotchka**  
**SENIOR EXECUTIVE AND CHANGE AGENT**  
**PROCTER & GAMBLE**

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Claudia Kotchka is a Senior Executive and Change Agent who successfully led an innovation culture transformation at Procter & Gamble and currently consults with Fortune 500 companies on wide ranging aspects of innovation, design and culture change. She is recognized for integrating design, innovation and strategy. A pioneer in innovation practices, Claudia is acknowledged for strategic thinking, organization development and marketing expertise. She globalized the design capability at P&G by establishing design centers in Geneva, Brussels, Singapore, Guangzhou, Kobe, Caracas, Santiago and Panama. P&G is now a leader in the strategic use of design for innovation.

In recognition of her leadership, innovation and management expertise, she has received numerous awards including: Innovation Leader from Business Week and Master of Design from Fast Company. Her success as an innovator in design and business has been featured in The Game-Changer by A.G. Lafley and Ram Charan, The Ten Faces of Innovation by Tom Kelley, The Design of Business by Roger Martin and Change by Design, How Design Thinking Transforms Organizations and Inspires Innovation by Tim Brown as well as periodicals both in the U.S. and abroad including: AdWeek, BusinessWeek, Design Management Review, Epoca Negocios Magazin, The Financial Times, The Globe & Mail, La Tribune, Newsweek, The Wall Street Journal, Fast Company, and Women's Wear Daily. Claudia frequently shares her insights and expertise at conferences and forums on design and innovation.

In recent years, she has been a guest lecturer at business schools and universities including Stanford University, Syracuse University, the University of Miami, and Wake Forest University. Ms. Kotchka serves on the Board of Trustees of the Smithsonian Design Museum at the Cooper-Hewitt in New York City. She is an Advisor to the Stanford University Institute of Design in Palo Alto, and has served as a Juror for the International Design Excellence Awards 2009 sponsored by the Industrial Designers Society of America.